



Glover Park

Commercial District Study

District of Columbia – Office of Planning



GPCD STUDY AREA

Wisconsin Avenue
(North of Whitehaven Parkway
South of Calvert Street)



GPCD STUDY PROCESS

Existing Conditions



Preliminary Recommendations



Public Meeting #1 (7/25/06)



Comments

Recommendations



Public Meeting #2



Comments

Final Report

Improvement Recommendation Diagram

Retail Market Strategies

EXISTING

Glover Park Retail Supply

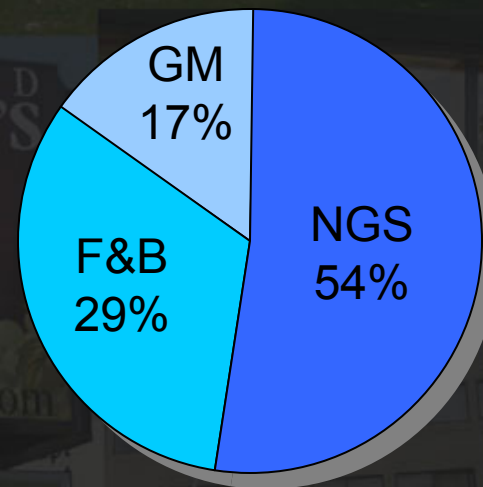
52 Retail Establishments

175,000 to 190,000 square feet
(modified to 142,000 square feet)

54% Neighborhood Goods & Services

29% Food & Beverages

17% General Merchandise, Apparel,
Furnishings & Other



GPCD Business Types Mix

Retail Market Strategies

EXISTING

LIQUOR MORATORIUM:

No available, restaurant-appropriate space in GP

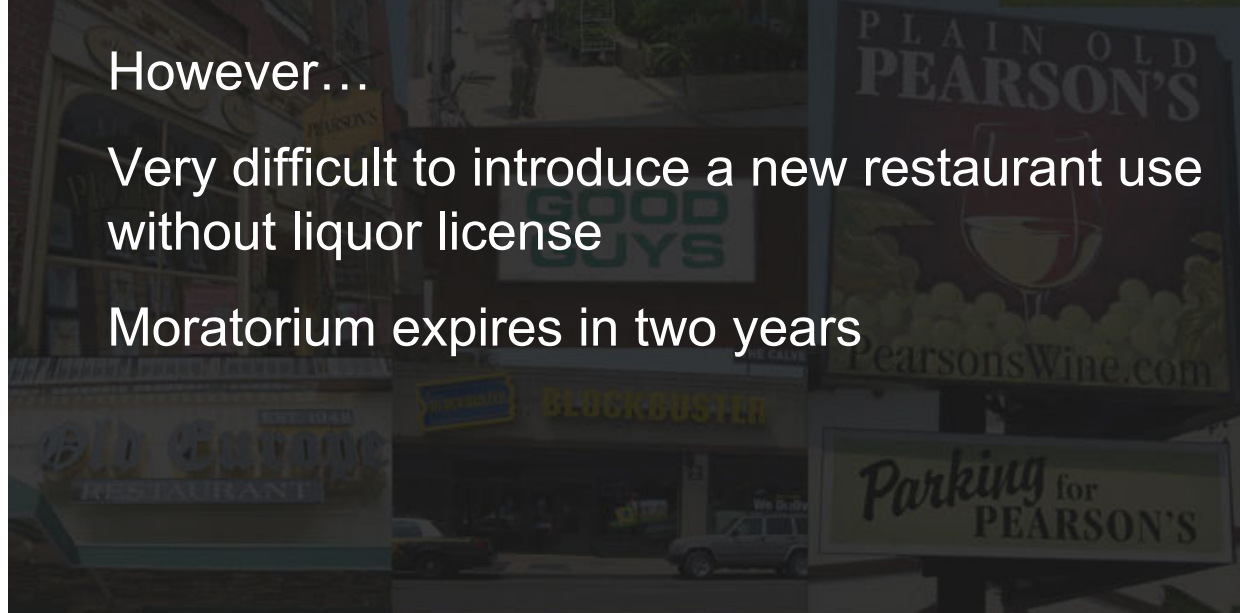
Glover Park could thrive as a “dining cluster”

Increase exposure for retail district (restaurant and non-restaurant retail)

However...

Very difficult to introduce a new restaurant use without liquor license

Moratorium expires in two years



Retail Market Strategies

RECOMMENDATIONS

ORGANIZATIONAL STRUCTURE:

Business Improvement District

Retail Management District

Association of Retail Businesses

DC MAIN STREETS PROGRAM





Retail Market Strategies

IMPLEMENTATION PLAN

ORGANIZATIONAL STRUCTURE:

Solicit business owners for interest in Association

Create an Association Board, elect officers

Establish bylaws and dues

Serve as representatives to community (ANCs)

DC MAIN STREETS PROGRAM:

Request meeting/input from reSTORE DC

Seek project funding from reSTORE DC

Urban Design, Public Realm and Pedestrian Environment

EXISTING

Sidewalk Width

Pavement Materials and Conditions

Street Trees and Tree Boxes

Street Lights

Gateways

Building Façades

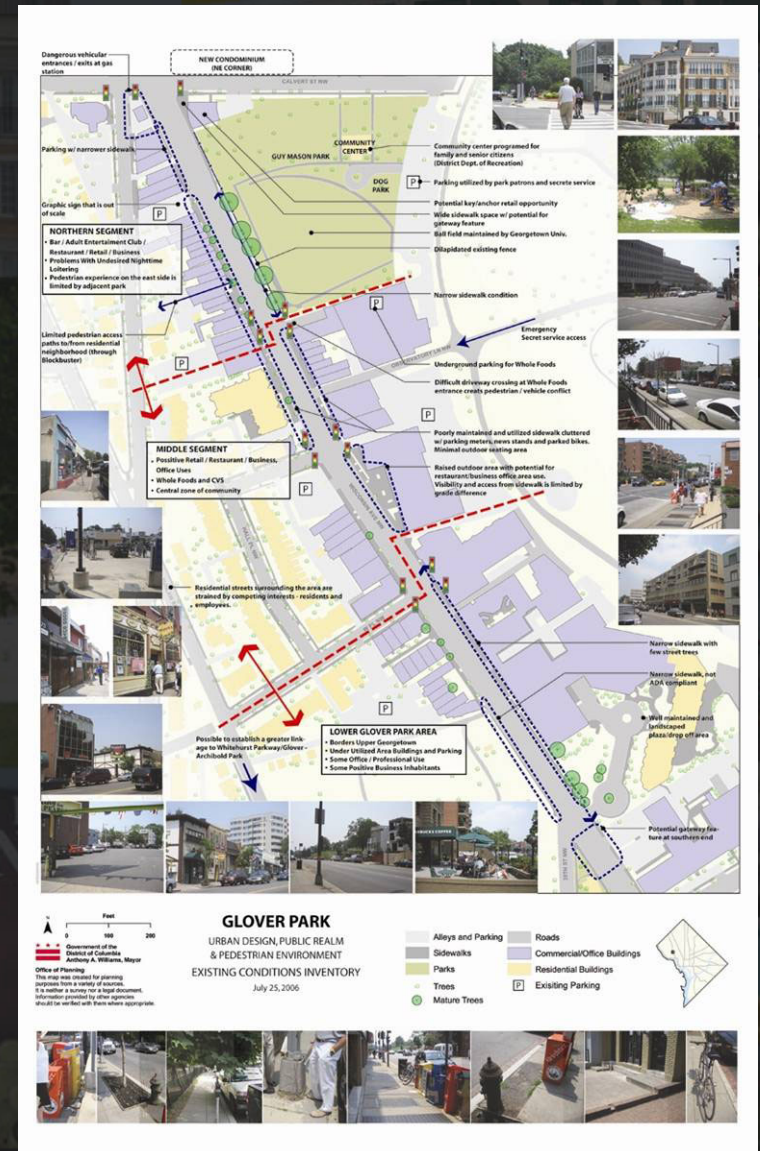
Pedestrian Safety

Open Space

Connectivity

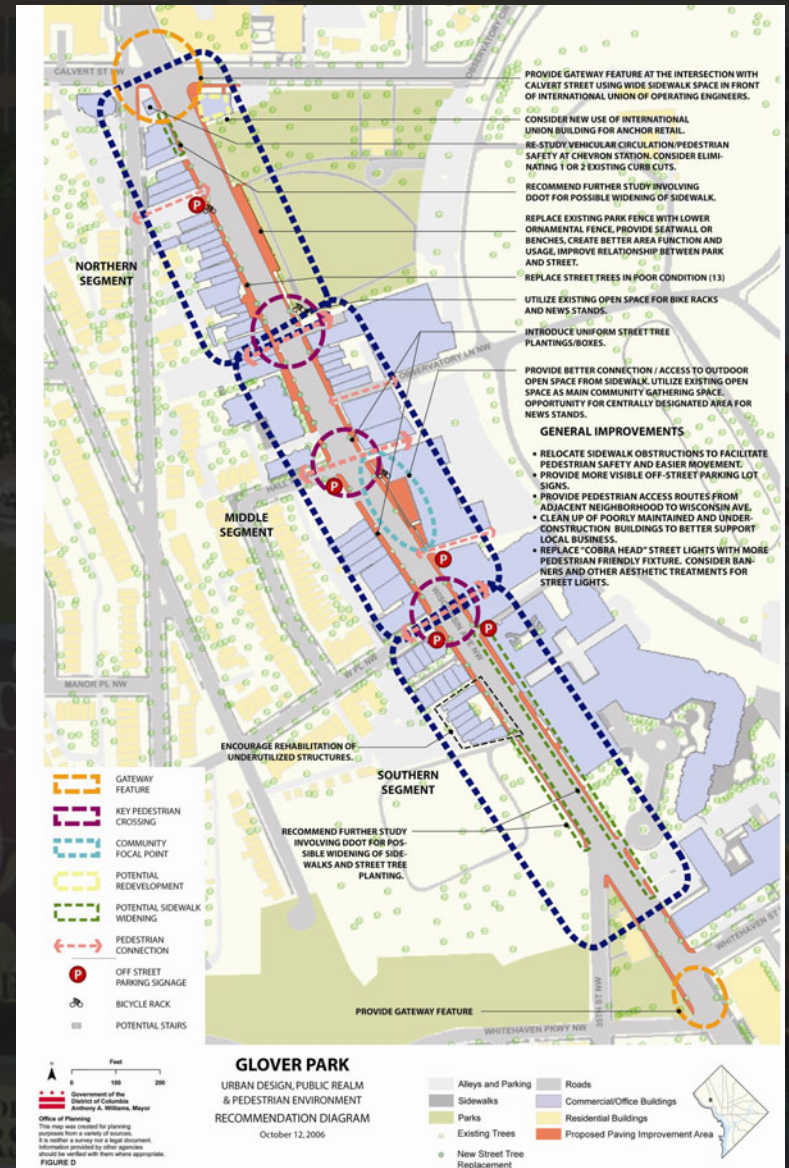
News Stands, Parking Meters, Bikes, Street Signs

Signs – Store front, parking entrance, way finding



Urban Design, Public Realm and Pedestrian Environment RECOMMENDATIONS

Improvement Recommendation Diagram



Urban Design, Public Realm and Pedestrian Environment

RECOMMENDATIONS – Northern Segment

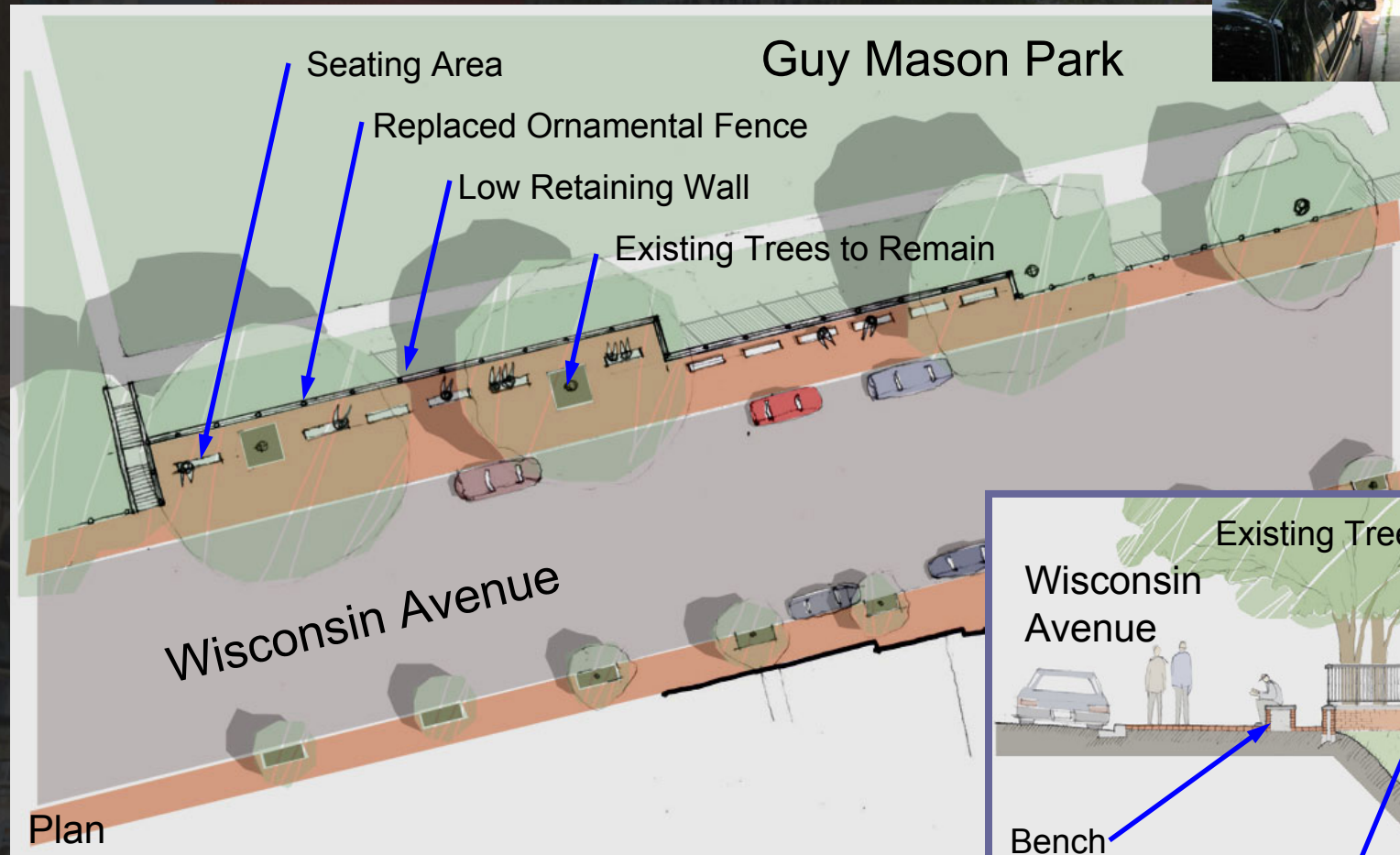


Improvement Recommendation Diagram

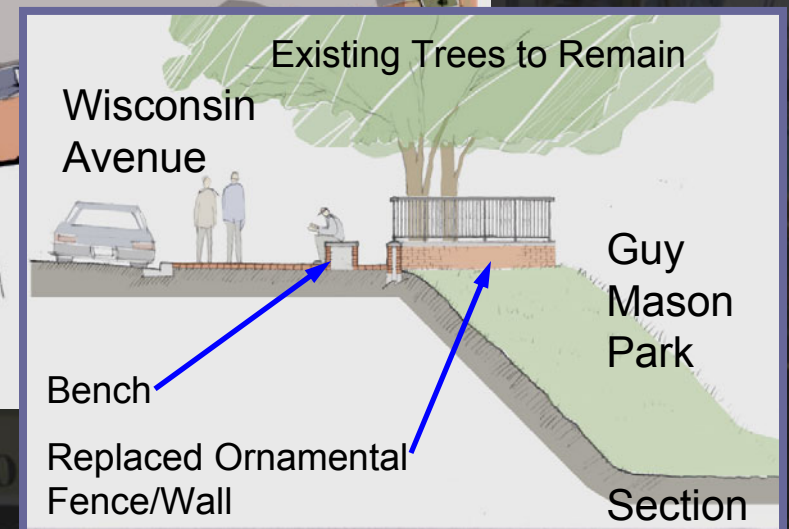


Urban Design, Public Realm and Pedestrian Environment

RECOMMENDATIONS – Northern Segment



Plan

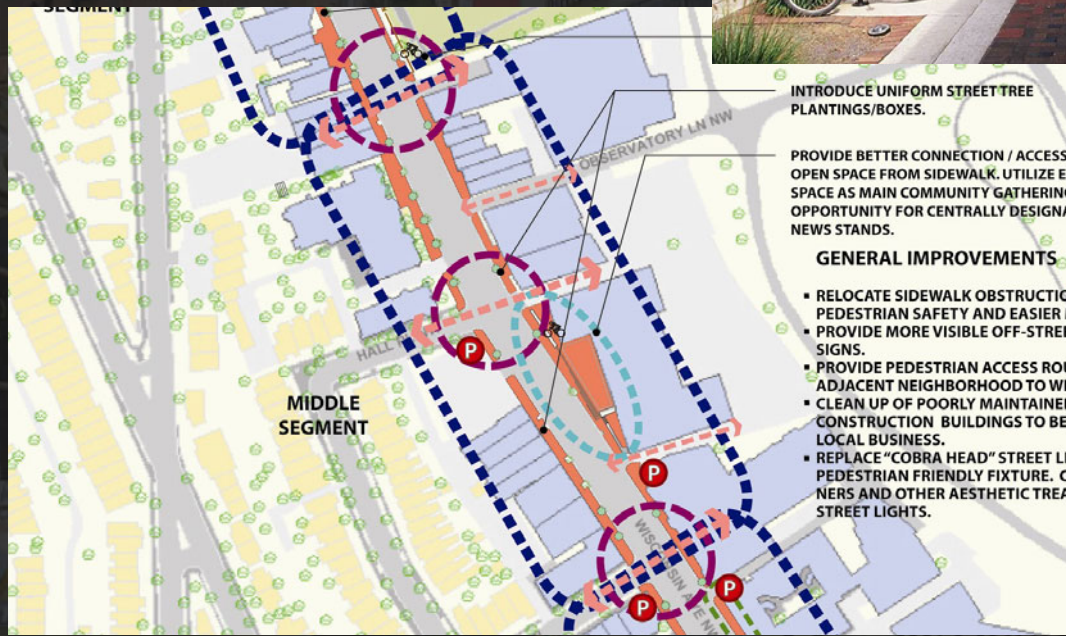


Section

Improvement Recommendation Concept

Urban Design, Public Realm and Pedestrian Environment

RECOMMENDATIONS – Middle Segment



INTRODUCE UNIFORM STREET TREE PLANTINGS/BOXES.

PROVIDE BETTER CONNECTION / ACCESS TO OPEN SPACE FROM SIDEWALK. UTILIZE EXISTING SPACE AS MAIN COMMUNITY GATHERING OPPORTUNITY FOR CENTRALLY DESIGNATED NEWS STANDS.

GENERAL IMPROVEMENTS

- RELOCATE SIDEWALK OBSTRUCTION TO IMPROVE PEDESTRIAN SAFETY AND EASIER MOVEMENT.
- PROVIDE MORE VISIBLE OFF-STREET STREET SIGNS.
- PROVIDE PEDESTRIAN ACCESS ROUTE TO ADJACENT NEIGHBORHOOD TO WISCONSIN AVE.
- CLEAN UP OF POORLY MAINTAINED CONSTRUCTION BUILDINGS TO BETTER LOCAL BUSINESS.
- REPLACE "COBRA HEAD" STREET LIGHTS WITH PEDESTRIAN FRIENDLY FIXTURE, CORNERS AND OTHER AESTHETIC TREATMENT OF STREET LIGHTS.



Improvement Recommendation Diagram

Urban Design, Public Realm and Pedestrian Environment

RECOMMENDATIONS – Middle Segment

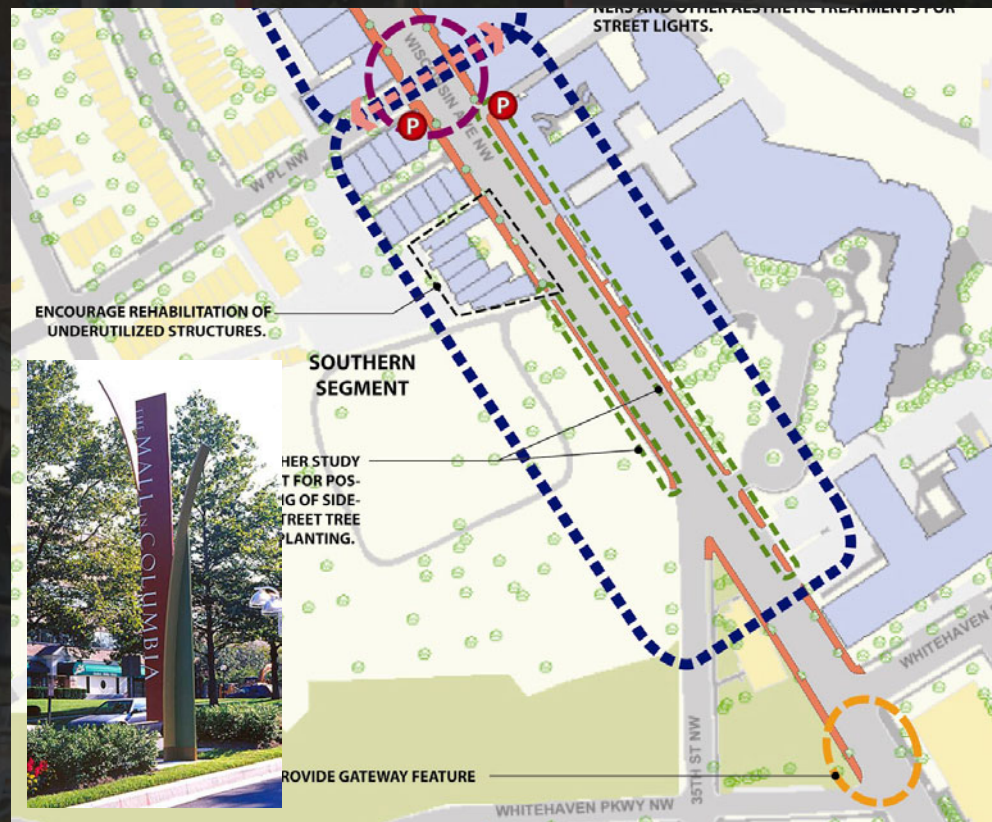


Improvement Recommendation Plan



Urban Design, Public Realm and Pedestrian Environment

RECOMMENDATIONS – Southern Segment



Improvement Recommendation Diagram

Urban Design, Public Realm and Pedestrian Environment

IMPLEMENTATION PLAN

Sidewalk Width : Initiate OP/DDOT discussion

Pavement Materials and Conditions : Initiate OP/DDOT discussion

Street Trees and Tree Boxes : Survey existing tree conditions, Initiate OP/DDOT discussion, create guideline and educate business owners

Street Lights, Flower Baskets, Banners : Initiate OP/DDOT discussion, explore funding options

News Stands, Parking Meters, Bikes : Initiate OP/DDOT/DPW discussion

Signs – Store front, parking entrance, way finding : Approach business owners, create guideline and educate business owners

Gateways : Initiate OP/DDOT discussion, approach property owners

Building Façades : Create guideline and educate property and business owners

Urban Design, Public Realm and Pedestrian Environment

IMPLEMENTATION PLAN

Pedestrian Safety (Shorter crossing, sidewalk environment, less curb cuts):

Initiate OP/DDOT discussion

Open Space : Approach property owner at Georgetown Plaza

Connectivity : Initiate OP/DDOT/DPW discussion



Parking Strategies

EXISTING

OFF-STREET PARKING

780 spaces (425 spaces reserved for business patrons)

Free or relatively inexpensive commercial lots

Underutilized commercial lots (limited hours, single use)

Poorly marked entrances

Inadequate pedestrian access

ON-STREET PARKING

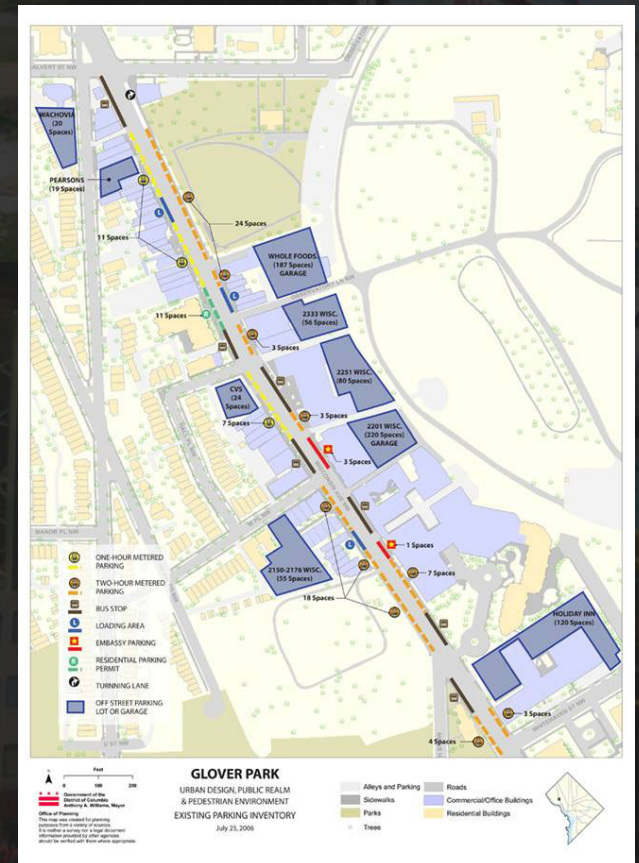
98 spaces

Embassy parking and commercial loading zones

Closely spaced bus stops

Confusing parking regulation signs

Well utilized



Parking Strategies

RECOMMENDATIONS

OFF-STREET PARKING

Maximize usage by making off-street parking available in evenings

More visible and consistent parking entrance signs

Improve pedestrian connectivity

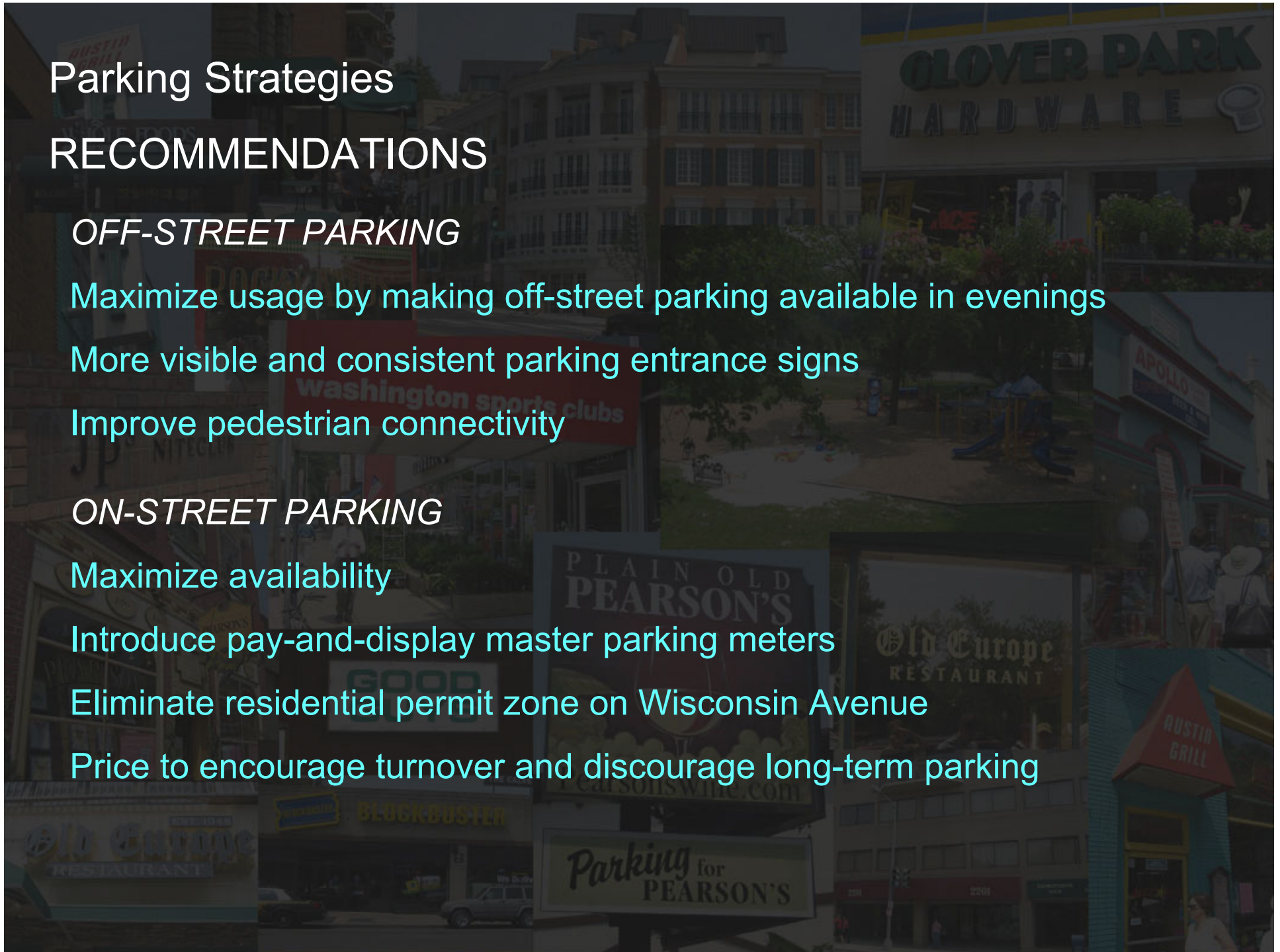
ON-STREET PARKING

Maximize availability

Introduce pay-and-display master parking meters

Eliminate residential permit zone on Wisconsin Avenue

Price to encourage turnover and discourage long-term parking





Parking Strategies

IMPLEMENTATION PLAN

OFF-STREET PARKING

Design and provide more visible and consistent directional signs for off-street parking lots.

Open discussions with businesses regarding after-hours use of their parking facilities.

Improve pedestrian access to off-street parking lots, potentially including pavement marking, pedestrian scaled illumination, and sidewalk construction.

ON-STREET PARKING

Replace existing parking meters on Wisconsin Avenue and 37th Street within the commercial district with multi-space parking meters.

Eliminate residential permit parking on Wisconsin Avenue.

Consolidate the existing bus stops at Hall Place and W Place closer to W Place.

Allow parking at the abandoned bus stop locations.

RECOMMENDATIONS NOT ADVANCED

Reduce or eliminate embassy parking on Wisconsin Avenue.



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